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# CONSUMERS' GUIDE



Fun at home



# What's in the price control law?

**An inquiring consumer asks how the new law aims to protect his pocketbook in wartime**

**INQUIRING CONSUMER:** To start with, let me make myself clear.

I've sense enough to know this war is going to cost us plenty of dough. The President has said so. That dough has to come from someone, sometime. I'm for paying my share and starting right now. But I'll have to have something to pay it with. Prices that go shooting up into the stratosphere like an Airacobra aren't going to leave me with any dough to pay for anything.

Here's something else I know. There are a lot of things we've been used to buying for our families that we need for the war, now.

The Government says so. Our fighting men and we at home aren't going to compete with each other, because we're all in this war. So we have to go easy on buying what our fighting men need. But unless the Government divides up what we may buy, it's not our fighting men we'll be competing with; it'll be our next door neighbors. People grab for themselves unless there are rules, and fair ones.

So that's what I'm coming to. What we need is some Marquis of Queensberry rules for selling and buying, like they have in sports; rules that make the game fair and square and equal for everybody.

**Reporter:** Rules, you mean, against charging too much, and against buying too much?

**Inquiring Consumer:** That's it.

**Reporter:** Well, Congress has passed a law that makes it possible, now, to draw up some rules. It's the Emergency Price Control Act of 1942.

**Inquiring Consumer:** What does it do?

**Reporter:** It gives the Price Administrator power to fix prices; to prevent hoarding, profiteering, and speculating; to buy, sell, store, and use goods so as to keep prices down or to increase supplies.

**Inquiring Consumer:** Let me take those one at a time. How will the Emergency Price Control Act prevent hoarding?

**Reporter:** Well, the Price Administrator—he's the man made responsible for putting this

law to work—can make it illegal for you to buy or store up more than a certain amount of goods. And he has the power to require you to tell how much you have stored up.

*Inquiring Consumer:* That's all right by me. Just like I said before, if we're short on anything, why then, let's divide up equally.

*Reporter:* The dividing up may not be equal, and still be a good plan. Some people need some things much more than others, and they should get first chance at those things. My doctor, for instance, needs his automobile much more than I need mine. Under an agreement between top authorities in Government, the Price Administrator can put my doctor ahead of me in any order dividing up automobiles.

*Inquiring Consumer:* Let's skip on to my second question. What about that buying, selling, storing, and using provision?

*Reporter:* Suppose not enough copper were being mined. The Price Administrator, under this provision, can say to the mining companies that he will buy their goods at a price that will encourage them to produce more. Then he can turn around and sell the goods at a loss, at a profit, or at what they cost.

In the case of farm products, under our new law, the Price Administrator is not permitted to sell them at a price below the top price defined in the law. He can, however, buy products from farmers at a price above the ceiling price, and sell to consumers at the ceiling price, and the Government would make up the difference.

### Which Prices?

*Inquiring Consumer:* And now, tell me about price fixing. This new law, you say, doesn't actually fix prices?

*Reporter:* No; but it gives the Price Administrator the power to fix prices according to certain rules.

*Inquiring Consumer:* Does he have to fix prices?

*Reporter:* No; it's up to him to decide whether or not to order prices fixed.

*Inquiring Consumer:* What kind of prices can he fix?

*Reporter:* Prices of almost all kinds of goods, from the factory clean through to the store where you buy them.

*Inquiring Consumer:* You say, "almost" all kinds of goods. What exceptions are there?

*Reporter:* Well, the Price Administrator has no power to fix the price of railroad tickets, or freight rates, for instance. He can't fix the prices your doctor, or your lawyer, or your dentist charge, because the law doesn't cover professional services. He can't fix the price

you pay for a newspaper, or a magazine, or a book; the law doesn't cover movies or theaters, either. Nor does it cover prices charged by broadcasting companies to the people that use their facilities. It doesn't cover charges made for insurance, gas, light, or telephone.

*Inquiring Consumer:* Will the Price Administrator fix one price for the whole country for the things I buy?

*Reporter:* In some cases he might. Most of the time, though, fixed retail prices will vary, depending on different costs in different parts of the country.

*Inquiring Consumer:* Does the law give the Price Administrator power to fix wages?

*Reporter:* No.

*Inquiring Consumer:* How about rents?

*Reporter:* The law applies to rents within defense areas.

*Inquiring Consumer:* How about laundry?

*Reporter:* It applies to the prices your laundry charges. It applies to the prices charged for retreading tires, or repairing automobiles. It can apply to the commission a real estate agent charges to sell your house.

*Inquiring Consumer:* How about the prices of meals in restaurants?

*Reporter:* It could apply to them.

*Inquiring Consumer:* How about carrying charges if I should buy a vacuum cleaner, or furniture, on time?

*Reporter:* It applies to them.

*Inquiring Consumer:* Would it apply to the price of shoe repairing?

*Reporter:* Yes. Of course, I ought to stop right here to remind you that it's one thing to have powers written down on paper, and another thing to put those powers into operation.

*Inquiring Consumer:* What do you mean by that?

*Reporter:* Just that there are tremendous problems involved in controlling any price, so when I say, "Yes," the law applies to this or that price, I mean that it can be so applied. Whether or not it is, will depend on lots of things.

*Inquiring Consumer:* But now, tell me this. Suppose a man has something I want to buy, and the price of it is fixed by the Price Administrator. Must that man sell it to me at or below the fixed price?

*Reporter:* The law does not require anything to be sold, but it does permit the Price Administrator to set the top price, and if the seller is willing to sell he must not charge more than that price.

*Inquiring Consumer:* Of course, there is more than one way to raise the cost of things I get with my money. Take a spool of thread. It is possible to keep the price just where it is, but make thread cost me more by putting less of it on the spool.

*Reporter:* The law provides for controlling that kind of hidden price increase, too. It allows the Administrator to get not only at those price increases that come from boosting the money price, but at concealed price increases that come from selling you inferior quality for the same price, or smaller quantities at the same price.

*Inquiring Consumer:* If the Government's going to try to protect us from hidden price increases, then I should think goods would have to be very carefully labeled to show their quality and how much is in each package.

*Reporter:* Well, already the OPA has issued a price order for sheets and pillowcases that requires manufacturers to state the quality of the goods on the labels. It has the power to do this for any goods the law covers.

### Where Is Top?

*Inquiring Consumer:* When the Price Administrator fixes the top price for anything, can he decide on any price he chooses?

*Reporter:* Oh, no. Let me explain what the law says the Price Administrator must do before he sets a top price. We'll forget for the moment, about farm and fishery products and rents, because there are special rules for them. For other things, the Price Administrator must check back and see where prices were between October 1 and October 15, 1941. If he can't get prices for that period or if prices then were badly out of line, then he must take into consideration the 15-day period closest to October 1–October 15 when prices were "representative."

*Inquiring Consumer:* Do you mean he has to fix prices now where they were at that time?

*Reporter:* No, but the law says he must work up or down from those 1941 prices. He has to take into consideration other things, too.

*Inquiring Consumer:* Such as?

*Reporter:* He must find out what's happened since October 1–October 15, 1941, to the cost of production, and take these figures into consideration.

*Inquiring Consumer:* Does the Price Administrator talk things over with industry people before he fixes prices on their goods?

*Reporter:* The law tells him to do that, too, if he possibly can.

*Inquiring Consumer:* Does he have to talk things over with consumers, too, before he decides on a price?



**Reporter:** The law doesn't require him to, but of course he can have on his staff (as he now does) experts who can give him advice on how a price will affect consumer pocketbooks.

**Inquiring Consumer:** You say all these rules apply to everything except farm products, fishery products, and rents. What about them?

**Reporter:** Well, in the case of fishery products, the Price Administrator is told he mustn't fix any price below the average price for the year 1941.

#### 4 Yardsticks

**Inquiring Consumer:** And farm products? I want to know about them, because they include almost everything I eat and a lot that I

wear, to say nothing about what I smoke. **Reporter:** On farm products, the law sets up 4 yardsticks and then says that no price must be fixed below the tallest of these yardsticks.

**Inquiring Consumer:** And what are they?

**Reporter:** Yardstick No. 1 is: 110 percent of "parity" price, or a "comparable" price, figured out by the Secretary of Agriculture.

Yardstick No. 2 is: the price on October 1, 1941.

Yardstick No. 3 is: the price on December 15, 1941.

Yardstick No. 4 is: the average price from July 1, 1919, to June 30, 1929.

**Inquiring Consumer:** I've forgotten, what is "parity" price?

**Reporter:** That's the price a farmer must get

in order to buy the goods and services which he could buy with the prices he received before World War No. 1.

**Inquiring Consumer:** And what does "comparable" price mean?

**Reporter:** Some products, like grapefruit, were rare and expensive in the years 1910 to 1914. If prices of grapefruit were fixed at 110 percent of "parity," they'd be so high that millions of pounds would go to waste because consumers couldn't afford to pay for them. So instead, after a hearing, a price that would have a comparable effect as "parity price" may be worked out to be used in case a price ceiling is to be fixed. For many such products, however, the 1919-29 average price will be the ceiling because it's higher than 110 percent of parity.

**Inquiring Consumer:** So the price fixed for any farm product must be not less than this comparable price, or not less than 10 percent above the pre-World War figure.

**Reporter:** Yes.

**Inquiring Consumer:** But if that is lower than the price on October 1, 1941, then the October 1 price rules?

**Reporter:** That is right.

**Inquiring Consumer:** And if the price on December 15, 1941, is still higher, then the fixed price must be at least equal to the December 15 price?

**Reporter:** Yes. And if the highest price of all is the average from 1919 to 1929, then it rules.

**Inquiring Consumer:** Do these rules for fixing prices of farm products apply to everything that comes from farms?


**Reporter:** To all except foods that are covered by Agricultural Marketing Agreements. In some cities, the farm price of milk is already fixed by such agreements, between the Secretary of Agriculture and the producers and distributors of milk. When milk prices are not fixed by Marketing Agreements, they can be fixed by the Price Administrator.

**Inquiring Consumer:** I understand how these rules work out for farm prices, but what about fixing the price I pay for bread, for instance? Isn't there a chance that the bread price might be fixed so low that it would pull down the wheat price?

**Reporter:** No. The law says that mustn't be allowed to happen. If the price of bread is fixed, that price must take into account the proper price for wheat. That goes for any consumer prices on goods made from farm products.

**Inquiring Consumer:** Doesn't the Secretary of

**CANADA**, like the United States, relies on consumer cooperation for the successful operation of price controls. Canadian technique differs from ours in one important feature. American orders have fixed wholesale prices. Canada has put a ceiling on retail prices.



TO THE WOMEN OF CANADA

## Here is One Big War Job which You Alone Can Do

"Ceiling Prices" Must Be Maintained

This is an appeal to the women of Canada. There is one vital part of our war effort which depends on you. Your government has placed a "ceiling" on retail prices. You are the buyers of four out of every five dollars worth of all the goods sold in this country. Your wholehearted help is needed in this price control plan. If every woman does her part, it cannot fail.

Its success will be a big step on the road to victory. Its failure would be a serious blow to our war effort. You can tip the balance towards success. Will you, then, undertake to make the successful control of commodity prices an established fact? We know you will. And we know that when you undertake this task it is as good as done.

### This is the work you are asked to do

**1. Make a list of commodities**  
We want you to sit down today and make a list of the things you buy from week to week and from month to month. Write down food and clothing items in particular, because these account for the biggest share of your expenditures. But we want you to list those articles you buy at the drug store, hardware store, and other stores, too.

**2. Make notes about quality**  
Now go over your list again and mark down the necessary details about quality, type, grade and size. Then when making future purchases you will be able to compare values as well as prices.

**3. Write down prices**  
After each item we want you to write down, if you can, the highest price charged at your store during the period September 15 to October 15, 1941. If you cannot remember the prices charged during that period, fill in your list with today's prices. Our survey shows that retailers, with few exceptions, are keeping prices well within the "ceiling" levels. As exceptions are being discovered they are being quickly brought into line.

**4. Keep this list—use it when you buy!**  
Make up this price list neatly and accurately. You will not be able to get all the items at once. Keep adding to your list from day to day. Make it your permanent check list—your personal safeguard against any further rise in prices.


**Prices May Be Different in Different Stores**  
There has always been a difference in prices in different stores—even stores in the same locality. This may depend on the kind of service the store gives, or the way it operates. Some stores, for instance, have delivery service, give credit, or provide other extra services.  
Under the new Price Ceiling Order there will still be differ-

**A Few Points to Remember**  
1. The ceiling price is not necessarily the price you paid. It is the highest price at which the store sold the particular item between September 15 and October 15.  
2. A merchant may reduce his price for sale or other reasons—he may also raise them provided they do not go above "the ceiling price."  
3. The highest price on fresh fruits and vegetables on seasonal markets will be announced by the Wartime Price and Trade Board over the radio.  
4. Do not without hesitating your merchant, or a financial officer to sell under the "left hand short and the right hand long" rule.

IF . . . . .

er items you buy or expect to buy.

Quantity	Unit	Price
100	lb.	
100	lb.	



Agriculture have anything to say about the prices fixed by the Price Administrator?

*Reporter:* Yes; he does. The new law says the Price Administrator must get the Secretary's approval of any farm price he wants to fix.

### **Rent Rules**

*Inquiring Consumer:* You haven't explained yet how rents are going to be controlled.

*Reporter:* Only rents in defense areas can be fixed, under this law.

*Inquiring Consumer:* A "defense area?"

*Reporter:* That's where war work has put or threatens to put such a pressure on housing conditions that housing costs have gone or may go up too high.

*Inquiring Consumer:* Do I live in a "defense area?"

*Reporter:* If you are in doubt, ask the Office of Price Administration.

*Inquiring Consumer:* Now suppose I do live in a defense area and my rent is raised unreasonably?

*Reporter:* In that case the Price Administrator may issue a recommendation that rents be stopped where they are or be reduced.

*Inquiring Consumer:* And suppose no one pays attention to his recommendation?

*Reporter:* Then after 60 days he may put a ceiling over rents in the area.

*Inquiring Consumer:* And he can fix that ceiling anywhere he sees fit?

*Reporter:* No; he takes into consideration rents paid on April 1, 1941.

*Inquiring Consumer:* But suppose the rents were raised before that date?

*Reporter:* In that case he can take into consideration the rents charged as far back as April 1, 1940. Or he can select a date after April 1, 1941, if he thinks that is proper.

*Inquiring Consumer:* That's all right, but if you go complaining about your rent, your landlord will order you out.

*Reporter:* No, he won't. The law says a landlord cannot evict a tenant or refuse to renew his lease just because he has tried to get rent relief under the provisions of the Emergency Price Control Act.

### **Routing Appeals**

*Inquiring Consumer:* Suppose the Price Administrator fixes all these prices you've been talking about, but somebody thinks some price is too high or too low. What happens then?

*Reporter:* You can appeal to the Price Administrator.

*Inquiring Consumer:* Suppose the Administrator refuses to change the price?

*Reporter:* Then the person who doesn't like his decision can appeal to a special court, created by the new law. It's called the Emergency Court of Appeals.

*Inquiring Consumer:* What kind of a court is that?

*Reporter:* The Emergency Court of Appeals will be made up of judges appointed by the Chief Justice of the U. S. Supreme Court.

*Inquiring Consumer:* Is that the last court of appeal?

*Reporter:* No. If you lose out in the Emergency Court of Appeals you can take your case to the U. S. Supreme Court.

*Inquiring Consumer:* Couldn't someone jam up the price order by appealing and appealing, delaying and delaying?

*Reporter:* No, the new law says the price order sticks until the courts overthrow it.

### **Making It Stick**

*Inquiring Consumer:* Now, here's a question. Who is to prevent my landlord, or my grocer, or the department store, from charging me anything they want to, despite an order from the Price Administrator?

*Reporter:* The Price Administrator will do his best to prevent that from happening. But it's up to you, too, and to every other consumer to report violations of price orders. It is up to you to use your good sense, to be patriotic, and not to push prices up by hoarding.

*Inquiring Consumer:* Where would I report violations of the price law?

*Reporter:* You could report them to your city authorities, to the local Office of Price Administration, or to that office in Washington, D. C.

*Inquiring Consumer:* And what happens to people who charge more than the maximum prices?

*Reporter:* There are 4 methods for enforcing the Emergency Price Control Act. The Price Administrator may go to court and get an injunction prohibiting people who are violating the orders or who intend to violate the orders from doing so. If the violation persists, the guilty persons may be arrested and sentenced to jail for contempt of court.

*Inquiring Consumer:* That is one method.

*Reporter:* Then violators may be prosecuted criminally. If convicted they may be punished with a \$5,000 fine and a year in jail.

*Inquiring Consumer:* That should give people pause.

*Reporter:* Then the Price Administrator may license people who sell goods or services. If some company violates an order after it has been licensed it will be warned once, and then if it continues to violate the order its license to sell the product may be suspended for 12 months.

*Inquiring Consumer:* You said there was a fourth method of enforcement?

*Reporter:* Yes. If a consumer (not a man who uses a product in business) is charged more than the permitted price, he may sue the seller for \$50. Or he may sue for 3 times the difference between the permitted price and the charged price if that amounts to more than \$50.

*Inquiring Consumer:* How would that work?

*Reporter:* Suppose you bought a washing machine to use yourself for which the maximum price was \$100. And suppose you had been charged \$120. You could sue for \$60, that is 3 times the difference between the \$100 maximum price and the \$120 price you paid.

*Inquiring Consumer:* Must I sue?

*Reporter:* No; if you do not want to sue, or if you cannot sue, then the Price Administrator may bring suit on behalf of the United States.

### **Will It Work?**

*Inquiring Consumer:* I don't know anything about these things, but it sounds all right to me. Do you think it will work?

*Reporter:* Everyone must do everything he can to make it work.

*Inquiring Consumer:* What can I do?

*Reporter:* You must buy as carefully and intelligently as you know how. You must not waste anything. You must get as much use out of your possessions as you can. You must salvage everything you can. If you cannot use something you have maybe you can make it over, or give it to someone who can use it. Do not hoard. Do not start rumors about impending shortages. You can create shortages that way. You should buy as many Defense bonds and stamps as you can.

*Inquiring Consumer:* And what else?

*Reporter:* When prices rise or rents rise before a price order has been issued, report the price increases to the Consumer Division of the Office of Price Administration. That way you can make sure that the OPA is aware of price increases. If violations of price orders occur, report them. Do not pay prices higher than those set in price orders; that is, do not connive at the violation of the law.

# Cans line up for the duration

*New orders take some foods out of cans and cut down on small sizes to make less tin go farther*

**WAR** has called our cans to order.

Battles in the Far East have slashed off tin supplies, used to coat our cans. We must get along with the tin we have on hand, plus what Bolivian tin we can smelt ourselves, plus tin we can reclaim from used tin products, until our scientists work out new processes and new products to take its place.

Usually about 40,000 long tons of tin a year go into tin-plate for cans. This year 31,500 tons of tin are all we dare to use for tin-plate, in order to spread our supplies over a 3-year period. Careful figuring by War Production Board officials and Department of Agriculture food supply experts shows that canners can get along with 24,500 tons and still do their job of preserving basic foods from going to waste. Food as well as tin is a weapon in this war. New devices must be used to cut down the amount of tin that goes into cans, without cutting out the cans for putting up our essential fruits, vegetables, milk, fish, and other foods which at present have to be packed in cans.

You don't need to worry about there not being enough food to go around because of can restrictions. The worst thing you can do is rush out now to lay in big supplies of canned fruits and vegetables. Right now there are plenty of cans on grocers' shelves and in warehouses to take care of all our usual needs. In addition there will be lots of foods in glass and in dried and other forms that are due to come to market this year. But when fruit and vegetable canning operations get under way this summer, some foods that can be kept in other ways won't go into cans.

**BIGGEST PART OF THE TIN SAVING** is going to come not from cutting down on the quantities of food that must be put up in tin cans, but from taking cans away from things that can be packaged other ways. The rest comes from more economical use of tin in cans.

Fewer can sizes is one place where savings show. Instead of the scores of different sizes of food cans we're used to, most fruits and vegetables will come only in No. 2,

No. 2½, and No. 10 cans. Some exceptions will be allowed.

A No. 2 can holds about 20 ounces of food. A No. 2½ can usually gives you about 30 ounces. A No. 10 can, for institutions, holds between 6½ and 6¾ pounds. Sixteen other can sizes for special products, like soups, asparagus, baby foods, fruit and tomato juices, are allowed when the 3 main sizes alone aren't practical.

Cutting out the dozens of smaller sized cans saves tin. It means, too, less waste in cutting, less solder to seal. It saves critical steel too. Experts figure on a 7-percent tin saving from the simplified can sizes.

**LARGER CANS CAN MEAN MONEY** savings to some housewives, too. Smart consumers already know that canned fruits and vegetables often cost less per ounce when you buy them in large, rather than small, cans. For instance, peaches selling in one Washington store in a 16-ounce can at 2 cents for a quarter cost you at the rate of 12½ cents a pound. The No. 2½ can holding 29 ounces, at 18 cents, costs at the rate of 9.9 cents a pound. Or figure it out with pears. A No. 1 tall can of pears, that's 16 ounces or 1 pound, now costs 16 cents in this Washington store. A No. 2½ can holding 29 ounces sells for 23 cents, or about 12½ cents a pound. That's the kind of savings possible when you buy larger cans.

Simplification of can sizes under pressure of war comes as the climax of a long effort by consumers and industry to bring order out of disorder in can sizes. Progress had been slow in peacetime, but consumers and can manufacturers alike recognized the needless confusion in 150 to 250 can sizes. Now war which makes tin waste intolerable has forced us to the step.

For more tin saving there'll be a thinner coating of tin on each can. Up to now, can manufacturers, because there was plenty of tin, have put a liberal coating of tin on their cans. Now they will reduce that thickness to the minimum quantities they can apply by means of present tin-plating processes. To take care of foods that need acid-resistant

cans, like pureed vegetables, and fruits, berries, cherries, plums, lemon juice, slightly thicker plated cans are permitted.

A long list of familiar products will not be permitted to be packed in tin cans at all, because some other kind of container or form will do just as well. Biggest tin cut will come there. Coffee, beer, dog food, dried beans and peas of all kinds, including pork and beans, baking powder, spaghetti, cereals and flour, lubricating oils, spices and condiments, tobacco, are off the tin list entirely. After March 1 manufacturers must use some substitute container.

Then to make sure that the tin cans used do the most efficient job possible of preserving from waste the increased food supplies we plan for under the Food-for-Freedom production goals, the WPB and Department of Agriculture divided foods into 2 groups. Into the first group they put the more perishable foods that would be wasted if they weren't packed in tin. Tin-plate for cans for these foods isn't limited. This doesn't mean that we can afford to be wasteful in the use of tin for these foods, however.

**ON THE SECOND FOOD LIST ARE LESS** perishable foods that can be preserved and sold in other forms. The order didn't push these foods out of cans altogether this year, but it limits canners to using no more than the amount of tin-plate that they used to pack the 1940 crop. Next year, they may face a bigger cut. But because no limit is placed on the number of cans for these foods, or the amount of food that may go into them, using larger cans may mean bigger, not smaller, packs than in 1940.

None of the restrictions apply to cans for foods for the Army and Navy or for lend-lease shipment abroad. Unlimited supplies of tin-plate are allowed for them.

Here's how the order works out. Fruits that get unlimited supplies of tin-plate for canning include clingstone peaches; freestone peaches (grown in regions other than California, where they can be dried); pears; fruit cocktail; and fruit for salad. Peaches and



pears must be cut up, not packed whole. That's to save space. They must not be put in cans smaller than No. 2's. Fruit cocktail and fruits for salad may be put up in No. 1 tall cans, holding about a pound, as well as in the larger sized cans.

Fruits held to the amounts of tin-plate used in 1940 are applesauce; berries; cherries; coconuts; cranberries; grapefruit and oranges; and pineapples.

Only 75 percent of their 1940 tin supplies were allotted to canners of apricots (apricots must be cut up); apples and crabapples; California freestone peaches.

Fresh plums and prunes and ripe olives get 50 percent of their 1940 tin-plate for cans.

No green olives may be packed in tin cans.

Tomato juice, and concentrated juices of oranges, grapefruits, lemons, and limes go on the unlimited list. Unconcentrated orange and grapefruit juices may be packed up to 125 percent of their 1941 supplies. All other unconcentrated fruit juices are held below their former tin-plate consumption. Tomato

juice, now sold in more than 30 different sized cans, may be packed in only 4 sizes. Smallest size permitted for fruit juice concentrates is No. 1 Picnic.

**ON THE VEGETABLE FRONT** NO limit is placed on the amount of tin-plate permitted for canning asparagus; fresh green, lima, and wax beans; sweet corn; fresh peas; tomatoes and tomato paste and sauce (in No. 10 cans or larger); catsup; chili sauce and tomato pulp and puree. While the amount of tin-plate is not cut, no cans smaller than No. 2's may be used for these vegetables, except in the case of asparagus which may be put up in No. 1 square cans. Tomato pulp and puree may go into No. 1 Picnic cans.

Spinach and leafy green vegetables will be limited to the quantities of tin-plate used in 1940. Beets get only 75 percent of their 1940 tin-plate supplies. The same goes for carrots, carrots and peas, mixed vegetables. A limit of 50 percent of 1940's pack is placed on tin-plate used for pimientos and peppers, pumpkin and squash, rhubarb. Sauerkraut is

limited to 50 percent of present quantities. No. 2 cans are the smallest size permitted for these vegetables.

Tin-plate for canned salmon, sardines, tuna, and tuna-like fish, mackerel, alewives, fish flakes, and crab is not limited. Shad, clams and mussels, oysters, shrimps in cans get the same amount of tin-plate as in 1940. If they go to market refrigerated fresh, they are permitted the same amount as in 1941.

#### CANNED MEATS ARE RESTRICTED.

Except for bulk sausage, potted meats, and chopped luncheon meats, which are allowed 125 percent of 1940's tin-plate supplies, canned meats are cut varying amounts below their 1940 use.

Evaporated milk in 14½-ounce cans or larger is unlimited, but 6-ounce cans are cut to their 1940 use of tin-plate.

Baby foods, chopped foods, and pureed fruits and vegetables get as much tin-plate as they need for cans. Canned condensed soups, made from foods on the 2 lists only, may have the same amount of tin-plate used in 1941. Soups and broths from which the water hasn't been extracted, or which are made from products not listed, are cut off from tin entirely after June 30, and up to then get only 25 percent of 1940's supply. Lards and vegetable shortening must get along with the equivalent of 1940's tin supplies until June 30, then get only 60 percent of that amount. Only 3-pound or larger cans are permitted.

Tin cans for chemicals, and for medical and industrial products that can't easily be packaged in other containers, landed on a third restricted list. They are limited in most cases to 100 percent, or less, of 1940 quantities. Can sizes for these products were cut, too. No more pints or half-pints of fly spray, or paint, or dry cleaning fluids, or numerous other products will appear on retail shelves.

All this tin saving, of course, will make some changes in the foods that will be available for your dinner table next season. It's time now to pull out of your notebook your grandmother's recipe for pork and beans. Maybe you'll want to try some of the other tasty and economical dried bean and dried pea dishes, the dried fruit desserts that add vitamins and proteins to your diet at low cost. The Department of Agriculture has 2 leaflets to help you with recipes and suggestions for using these foods. They're called "Dried Beans and Peas in Low Cost Meals," and "Dried Fruits in Low Cost Meals." Write the Department of Agriculture, Washington, D. C., if you'd like free copies.

**DIG OUT** all of grandmother's recipes for dried beans and dried peas and see how many lip-smacking dishes you can make out of these good buys. Canners are not permitted now to hand them to you already cooked in cans because tin-plate must be used sparingly.



APRIL 1, 1942

# Converting farms from peace to war



## *Six million American farms re-tool to produce the foods and fibers the United Nations need for war and a durable peace*

**CONVERSION** is the 1942 word for beating ploughshares into swords. Like this: Lipstick factories converted to bomb primer factories; linoleum factories converted to artillery shell plants; silk ribbon mills converted to parachute plants; shower bath factories converted to airplane cowling factories.

American farms have been converted, too. Farms that produced for the market before the war are now producing for war. The United Nations need bombers and guns and tanks and ships plus food and fiber produced on American farms.

Sixty thousand planes this year, plus 125 billion pounds of milk.

Forty-five thousand tanks this year, plus 4.2 billion dozen eggs.

Twenty thousand anti-aircraft guns, plus 83 million hogs for market.

More mortars plus more vegetables, more artillery plus more hay, more destroyers plus more peanuts, more munitions to fight with, more food to fight on.

Auto assembly plants have been converted, so have the Nation's farms.

But how do you tool up a farm for conversion?

THE UNITED STATES GOVERNMENT has set goals for American farmers which are far above the highest production ever reached by the farmers of this country—a fifth higher than the average output of the 1935-39 drought affected period.

First goals for 1942 were announced on September 8, 1941, in a Nationwide broadcast from San Francisco over the National Farm and Home Hour by the Secretary of Agriculture.

"The goals for 1942," he said, "call for sharp reductions in some crops, and for substantial increases in other crops and in livestock, dairy, and poultry production."

Describing the goals, the Secretary said, "The goal for each product was set up by a

committee of experts drawn from all agencies of the Department of Agriculture.

"First, the nutritionists, or others specializing in consumer needs, told the committees how much of the product under consideration the American people will need . . .

"Next the committee began to survey the needs of foreign countries . . .

"Next came the people who are conducting the negotiations with the British for lend-lease supplies of food. They didn't have to guess. They knew that British needs for meat and milk and eggs and certain fruits and vegetables would be large.

"The committees making up these goals, after they had found out the needs for shipments abroad and use at home, next got estimates of the supplies already on hand.

"The final step was to figure out how close American agriculture could come to the ideal goal.

"So the 1942 goals represented, first, a calculation of what we should produce and,



second, a judgment on how close we can come to it practically."

Millions of farmers in their lunch hour on September 8, heard the Secretary of Agriculture give the signal calling for the entire apparatus of American agriculture to be turned over to producing for defense.

American agriculture, however, is a very shorthand phrase that describes nearly 30 million people. There is an agricultural assembly line, but production moves forward without straw bosses or supervisors, without conveyor belts or electric trucks. It moves forward by word of mouth, by meetings, by discussions, by explanations, by questions and answers, by democratic coordination and cooperation, by hard work on 6 million American farms.

The national goals last September were announced in San Francisco by the Secretary. Then the national goals were broken into State goals, the State goals into county goals.

ANNOUNCING THE GOALS WAS NOT the big job. Getting the goals understood and put into the ground so they could be produced by the nearly 30 million people who are American agriculture was the big job.

To hear the Secretary of Agriculture explain just what the new production goals meant to the farmers in their regions, farm leaders in the mountain States attended a meeting in Salt Lake City in September, mid-western farm leaders gathered in Chicago to listen to the Secretary, northeastern farm leaders met in New York, and southern farm people gathered in Memphis.

The Extension Service people attended these meetings, men and women whose jobs it is to keep farmers and their wives informed of scientific developments in farming and home-making. So did the Farm Security Administration people who give guidance to farm families winning their way back from poverty with the help of Government loans. Soil Conservation Service technicians attended. The people who teach vocational agriculture in the State schools were there. So were the State Department of Agriculture people and representatives of the Farm Credit Administration who supervise the work of cooperative farm credit organizations. The Rural Electrification Administration was represented by the people who help operate the electric cooperatives supplying light and power to farm families. Elected representatives of the farmers taking part in the Agricultural Adjustment Administration were there; and so were representatives of farm organizations, and other farm leaders.



1. Conversion plans take a mess of figuring. But now they are ready to go.



2. Out from Washington to every State, to every county, flashes the news.



3. Even the kids are rounded up. They, too, have a part in winning the goals.

What was learned at the regional meetings was passed along at State meetings. Then the news went from mind to mind at regional meetings within the States, at county meetings, sponsored by the County Agricultural Defense Boards (later County Agricultural War Boards), and finally at meetings held down in the communities with the farmers who actually must plough and plant and harvest the goals to success.

At crossroad schools, at the little sideroad church, the production goals were explained to farmers by their neighbors.

**FARMERS HAD TO KNOW WHAT THE** program was all about because they were the people who were going to produce the food for freedom that not only our Nation but our allies depend on.

Not only the goals had to be explained. Institutes had to be organized to give farmers information they needed to achieve the goals. Experts were called in to present the latest information on how to care for pigs so they didn't die before they got to market, how to feed cows so that increased production was possible, how to care for chickens to get the most eggs out of them, how to raise some crops they hadn't raised before.

Clinics, too, were held to help farmers with information on how to repair farm machinery and how to take care of it to make it last through the emergency.

AAA committeemen, neighbors elected by the farmers to administer the AAA program in the county, visited each farmer in the community with a plan sheet, and worked out with the farmer the increases he had to make to put the county goal program over.

All that happened last September. Then, on Sunday, December 7, there was Pearl Harbor.

Every goal that had been set was hurriedly worked out all over again.

**THEN ON JANUARY 16, 1942, THE** Pearl Harbor goals were announced.

"The 1942 goals, revised in view of Pearl Harbor," Secretary of Agriculture stated, "call for the greatest production in the history of American agriculture, and for putting every acre of land, every hour of labor, and every bit of farm machinery, fertilizer, and other supplies to the use which will best serve the Nation's wartime needs."

More corn (more than in September) for expansion of meat, dairy, and poultry production.

More beans.

More peas.

More rice.



4. It's signing-up time, and they are eager to pledge their part.



5. A man with the know-how shows willing workers how to turn plans into plants.

More soybeans.  
More flaxseed.  
More peanuts.  
More canned fruit.  
More potatoes.  
More cane and beet sugar.

There wasn't time for regional and State and sub-regional meetings this time. Anyway, the ground had been prepared in September. This time the word went directly to the State War Boards and to counties where the County War Boards measured the goals directly against the county's resources.

The War Boards and farmers scanned the list of foods itemized in the production goals.

WAR IN THE PACIFIC WAS CUTTING off supplies of oil, so American farmers had to produce more peanuts and soybeans and flaxseed for oil. Plants used in pressing oil from cottonseed could also be used to crush oil from peanuts.

Milk and eggs were valuable concentrated foods needed by the people of the United Nations. So the reports read.

"I see this county is expected to produce 10 percent more milk," a farmer said. "How? By buying more cows?"

"No. Buying more cows would just raise the price of cows and move them from one farm to another without increasing production. You can start by getting more milk through better feeding."

"But farmers here are already feeding their cows well."

"Then they will have to feed them even better. After these meetings, there will be a 2-day Institute for farmers to study feeding methods to use to get the increased milk production."

"How about this dry skim milk? There is no drying plant around here."

"The cooperative can borrow money from the Farm Credit Administration to build a drying plant."

"How about these soybeans? How are you going to press the soybeans into oil?"

"There are cotton seed pressers in the South that are not being used. Arrangements are being made to move some of those plants into the soybean area and to expand the capacity of existing plants."

THAT'S HOW THE TALK ABOUT WAR goals started in one county.

"The County Agricultural War Board has been told that the War Production Board in Washington is going to see to it that peanut harvesting machinery is available."

"My tractor is broken down and it needs welding and there is no welder in these parts."

The answer to that was not immediately at hand. What happened was that the County War Board held a demonstration to show farmers and mechanics in the community how to weld.

"Is it going to pay me to raise peanuts?"

"The Department of Agriculture is supporting the price of peanuts at from \$70 to \$82 per ton, depending on the type."

"What are we going to do with all these extra chickens and eggs we're asked to raise?"

"A cooperative is being organized to market them."

A farm is a complex business. An ordinary farm may produce milk and eggs and chickens and hogs and wheat and corn and tomatoes and apples and berries and soybeans and hay and string beans and maybe a long list of other farm products besides.

The new after-Pearl-Harbor production goals had been broken down into State goals. The State goals had been jigsawed into County goals. Now the County goals had to be broken into the bits and pieces each farm could produce.

AAA committeemen, mostly, did that job. That is, the farmers who had been elected by their fellow farmers to work with the AAA moved on from peace to war. The committeemen took farm plan sheets out to each farmer and sat down with him in his kitchen or on his porch or at the dining room table.

THEN THE COMMITTEEMAN AND the farmer got to work. They wrote in the farmer's name, the location of his farm, the

*Concluded on page 15*

6. In 1776, and now in 1942, the minutemen who mobilized America's farmers are themselves working farmers. They put in hours of extra work each day to put the program over.





# Sheets and pillowcases get a label

*You can be more sure of quality if you learn the meaning of the new labels manufacturers must put on these household goods*

**LABELS** that help you get full value for every penny you spend are more important than ever in war time. And now smart consumers have a chance to get acquainted with new labels that will soon be appearing on sheets and pillowcases.

When the Office of Price Administration fixed maximum prices that manufacturers could charge for bed "linens" sold after March 2, 1942, it set them on the basis of 4 types or grades of sheets, with minimum standards for each type.

Each sheet or pillowcase sold by a manufacturer now must bear a label which tells the type and size of the sheet or case and states whether or not it's a second. If the sheet or case doesn't come up to the specifications for its type, it must be labeled substandard.

Since OPA's price ceilings apply only to manufacturers of bed "linens," the retailer doesn't have to keep the label on the sheet when he offers it for sale. But consumers should look for these new labels when they buy. They should ask their retailers to be sure to keep the labels on the goods. If they don't find the labels, they should ask their retailers to tell them what type each sheet is. You can't always depend on the salesperson to know what the type means. It's really your own job to learn that for yourself.

To wise buyers, the things that are important to know about a sheet, because they determine how it will wear, are (1) thread count or number of yarns per square inch; (2) weight per square yard; (3) breaking strength, both crosswise and lengthwise of the sheet; (4) width of the hems and the number of machine stitches per inch in the stitching; (5) type of selvedge; and (6) the amount of sizing or starch.

IN GENERAL, THE HIGHER THE thread count, the higher the quality and price of a sheet. A good wearing sheet should have about an equal number of yarns in each direction. Highest yarn counts, over 200 per square inch (warp plus filling), come in percale sheets. Made of combed, rather than carded yarns, percales are a luxury most families can't afford. Such sheets aren't included in the new standards set up by OPA. Low yarn count, though, is often the reason for low price and short wear, since such sheets are coarse and sleazy.

Weight is important to the life of a sheet, too. Light weight in sheets may mean they're made of fine yarn, as in the fine counts and percales, or it may mean that there are relatively few yarns and that the sheet is sleazy and poor in quality. Don't be fooled though

by weight alone. A considerable part of the weight may come from sizing. So if yarn count is low and weight is reasonably high, pay particular attention to the percentage of sizing.

Often a heavily sized or starched sheet gives a deceptive appearance of fineness and weight. The first few launderings may show it up to be sleazy and loosely woven. When you are examining a new sheet, twist a few inches of it this way and that, and see if some fine white powder comes loose. That will give you a rough idea whether much sizing has been used. But since not all kinds of sizing can be removed by rubbing, look to the label.

Breaking strength has a lot to do with how long a sheet wears. It must be determined by an instrument. Sheets should be tested for both lengthwise and crosswise breaking strength; crosswise strength should be about the same as the lengthwise strength because in use and in laundering, the most wear comes on the filling or crosswise yarns.

GOOD QUALITY SHEETS HAVE A 3-inch hem at one end and 1-inch hem at the other. They should be stitched closely and firmly to keep them from tearing loose. Tape woven selvages that give extra strength at the edges where hard wear comes, are another hallmark of a good sheet.

UP TO NOW, FEW SHEETS HAD ALL this information on their labels. Some manufacturers told the yarn count of their sheets, others gave their breaking strength, or guaranteed them for so many washings. Few gave the amount of sizing. Mostly it's been up to the buyer to guess for himself about sheet quality. Usually sheets have fallen into the general classification of percales, fine counts, heavy, medium, and lightweight muslins, but no 2 manufacturers followed the same specifications for any class. Yarn counts and weights for the same class of sheet varied widely.

Each type of sheet covered by OPA's orders now must meet the minimum specifications for type before the maximum price may be charged. Sheets that don't measure up to specifications must be sold at a discount.

## SHEETS, PILLOWCASES

### Minimum standards for 4 "Types" of sheets, pillowcases, sheeting.

Type	Threads per sq. in.*	Ounces per sq. yd.	Breaking strength†	Maximum sizing
180	180	3.6	60	4%
140	140	4.6	70	4%
128	128	4.0	55	6%
112	112	3.7	45	10%

On all types: Selvages must be tape. Plain hems on sheets should total 4 inches; on cases, 3 inches. Stitching should be 14 stitches per inch.

\*This is the total number of threads lengthwise and crosswise; it is best when the number is equal in each direction.

†This must be equal, lengthwise and crosswise.



**WHEN** did you last have a spell of reading at home for relaxation? If that's not fun for you, think up other ways your family can play at home without buying something.

can substitute for one that must be used for war. You know best what changes you need to make.

We know now we must cut down on our home use of sugar, fats and oils, tin, rubber, paper, and wool. Other goods may have to be curtailed, too. Just to give you some idea how to convert your way of living to war, here are some alternatives. Check which peacetime habits are true of you, and which wartime habits you are going to adopt.

#### Peacetime habits

You have all the things you buy delivered to your home ☐

You require many different deliveries made to your home during a week ☐

You never carry a market basket or bag to the grocer's ☐

You allow the grocer to wrap everything you buy in a separate bag ☐

You buy all the soups you serve in tin cans ☐

You have not had to take special care that coffee, packed in tin cans, stayed fresh ☐

You always bought your pork and beans in tin cans ☐

#### Wartime habits

*You are going to carry home all but the heavy things* ☐

*You are going to buy a week's supply at one time* ☐

*You are going to carry a market basket or bag when you go to shop* ☐

*You are going to ask the grocer to economize on paper bags* ☐

*You are going to make all soups at home* ☐ *most of your soups at home* ☐ *use dehydrated mixtures for soup* ☐

*You are going to take care that coffee, which now is not permitted to be packed in tin cans, is not wasted through growing stale* ☐

*You are going to learn how to make pork and beans at home* ☐

## Learning wartime habits

**WHEN** the war has pierced into the marrow of the country, everybody is going to realize that each thing each of us does, either by helping or hindering, affects the way the war goes.

Take a very small thing like dog food. To help out, you are soon going to feed your dog out of a bag or paper carton instead of out of a can. If you liked baked beans you are going to bake them yourself, because cans for baked beans have been banned.

Nobody has to tell you about sugar rationing.

This war is hard and is going to get harder. Before it is over you will be going without or cutting down on scores of things you thought you had to have in peacetime.

Converting your living habits to a wartime basis is as much a necessity as converting automobile plants into airplane factories. It isn't easy, but it has to be done.

You can't lick the job by stacking a cellar or an attic full of goods. You hear, for exam-

ple, that wool for civilian clothing is going to be very limited. You can dash out and try to buy up enough woolen garments to last you to perdition (that is, if the moths don't eat them up and if fashions don't change to advertise your hoarding). Or you can say to yourself that right now you are going to stop buying all you can.

If you choose to do the latter, you will not only help everybody else; you'll help yourself, too. You won't help to push prices up. You might even save some money and get yourself ready to pay the higher taxes that are coming along and to buy more Defense bonds and stamps.

Volunteering to adopt new wartime practices in your living will make it that much easier—when official orders come—to fall in line.

Right now you can look at everything you do in operating your home, and ask yourself what you can cut out entirely; what you can use less of; what less essential product you

**Sooner or later you'll have to learn many ways to do without goods needed for war. Why not start now?**

You have seldom made dishes of dried peas and beans ☐

You have never ☐ or seldom ☐ made desserts out of dried fruits

You have been in the habit of throwing away tin cans with replaceable tops ☐

You have been in the habit of throwing away jars and jar tops that you get from the store ☐

You have never ☐ or seldom ☐ made jelly or preserves for your family

You have never ☐ or seldom ☐ canned, dried, or preserved fresh fruits and vegetables from your garden

You never used fruits, instead of sugar, on cereal ☐

You usually serve a dessert made with sugar at lunch ☐ at dinner ☐

You and your children have been in the habit of eating candy whenever you chose ☐

You have never tried dried fruits as a substitute for candy ☐

You have never taken home from the butcher the fat and bone trimmings you paid for with your meat ☐

*You are going to make more main dishes with dried peas and beans ☐*

*You are going to make more use of dried fruits as desserts ☐*

*You are going to save this kind of can and use it for storing leftover fats, or other things ☐*

*You are going to save these and use them for storing other foods ☐ home preserving ☐ or give them to someone else to use ☐*

*You are going to start ☐ or make more ☐ jelly and preserves at home, if sugar supplies are adequate*

*You are going to start ☐ or do more ☐ canning, drying, or preserving of home-grown fruits and vegetables*

*You are going to try using fruits, instead of sugar ☐*

*You are frequently going to serve desserts that don't need sugar at lunch ☐ at dinner ☐*

*You are going to limit candy to not more than twice a week ☐ once a week ☐*

*You are going to try them now ☐*

*You are going to take these home and use them in cooking ☐*

You have been somewhat careless about leftover fats ☐

You have been pretty careless about using fuel when you cook ☐

You usually cook just one thing at a time in the oven ☐

You frequently forget to turn off lights when you leave a room or leave the house ☐

You leave the radio going many times when you are not really listening to programs ☐

*You are going to save these and use them for flavoring and in other ways ☐*

*You are going to economize on your use of fuel everytime you cook ☐*

*You are going to save cooking heat by cooking at one time as much as you can get in the oven ☐*

*You are going to start a campaign to turn off lights when no one is using them ☐*

*You are going to turn off the radio when you don't pay attention to programs ☐*

You like the house warm in winter and keep it steaming up around 80 degrees most of the time ☐

You let old shoes which could be repaired and made useful accumulate in the closet ☐

You buy the kind of shoes that look attractive but don't wear a long time ☐

You throw out shoes that you are tired of ☐ or that are outgrown ☐

*You are going to save fuel and keep the temperature not above 70 degrees in the daytime ☐ or 60 degrees at night ☐*

*You are going to get them repaired right away ready for use ☐*

*You are going to choose the kind of shoes that look attractive and wear well ☐*

*You are going to see that these shoes get to someone who needs them ☐*

**YOU DON'T** need to buy gadgets or tickets, burn gas and oil, or wear out rubber to have a pack of fun. What you do without may give our armed forces something to do with.





You have never bought cotton stockings ☐

You throw your silk and nylon stockings away just as soon as they spring a thread ☐

You are not careful to wash your stockings frequently ☐

You have many old clothes in your closet that could be freshened up and made to give more wear ☐

You haven't been very careful in the past about protecting your woollens from moths ☐

You have put off doing something with the old blankets in your closets ☐

You have some old knitted sweaters and skirts in the house that can't be worn again ☐

You seldom invite someone else to share in the use of your car ☐

You take many week-end trips or long drives into the country on Sunday ☐

You use your car to go to places which you could reach by taking a public vehicle ☐

*You are going to buy at least one pair the next time you must purchase any stockings ☐*

*You are going to mend them promptly to keep rips and holes from spreading ☐*

*You are going to stretch the life of your stockings by washing them frequently ☐*

*You are going through your closet and put all your old clothes in good condition ☐*

*You are going to make sure this summer that the moths do not injure any woolen thing ☐*

*You are going to see if you can make one whole blanket out of the torn ones ☐*

*You are going to unravel the wool and knit it into something new or give it away to someone who will use it ☐*

*You aren't going to drive your car now unless it is full ☐ unless you can get one other passenger ☐*

*You are not going to take any more such trips unless they are essential ☐*

*You are going to use public vehicles as often as you can when it will save on the wear of your car ☐*

You frequently drive as fast as 60 ☐ 50 ☐ miles an hour over long stretches

You are not careful about keeping your tires correctly filled with air ☐

You always spend every cent you get ☐

You are always in debt to your grocer ☐ your department store ☐ your doctor ☐ other merchants ☐

You let the fact that you can charge things beguile you into buying more things than you can afford ☐

You never shop around, when you have to borrow money, to see how cheaply you can borrow ☐

You did not set aside money last year to pay this year's income tax ☐

You did save money last year ☐

You have not yet bought any Defense bonds or stamps ☐

You bought Defense bonds and stamps last year ☐

You have a list of things you are counting on buying for yourself ☐

This list, you see, is not exhaustive, but you get the idea.

Go on, now, and make your own list and find out how much of what our country needs you can and will do without.

*You are not going to drive over 50 ☐ 40 ☐ 30 ☐ miles an hour over long stretches*

*You are going to watch this very carefully in the future ☐*

*You are going to save some money this year ☐*

*You are going to see how soon you can get out of debt to your grocer ☐ your department store ☐ your doctor ☐ other merchants ☐*

*You are going to try to reduce the number of charge accounts you have ☐*

*You are going to shop around first ☐*

*You are going to try to save money this year to pay next year's tax ☐*

*You are going to save more this year ☐*

*You are going to buy some Defense bonds or stamps this month ☐ next month ☐*

*You are going to buy just as much this year ☐ twice as much ☐*

*You are going to check over this list very carefully before you buy a thing, and see how many of them you can do without ☐*

## Converting farms from peace to war

*Concluded from page 11*

number of acres in the farm, the number of acres that were in woods, the number in pasture, the number of acres in wheat, in corn, in this, and in that.

"The county needs 10 percent more milk. Can you produce 10 percent more milk?"

"Put me down."

"How about soybeans?"

"I guess I could put in 8 more acres over on my north field."

Farm wives have a responsibility in the Production Goals program, too. The program calls for larger and more productive kitchen gardens, for more canning and preserving and drying so that farm families need buy less of the precious supplies needed for city consumers and for export, and yet have wholesome meals for themselves.

The kids have a job, too. The 4-H boys and girls pledge themselves to raise 2,000 pounds of hogs, or 50 chickens, or a calf.

The Production Goals for the country have been pieced out until each farmer knows what is expected of him.

That is the plan for him. Will he undertake it?

The farmer looks around the room at his wife and his children.

He reckons he will.

Fine!

There is some gossip after the farm plan sheet is signed and the farmer smiles and says he supposes the committeeman will be glad when he has interviewed all the farmers he has to see. Then his work will be done, won't it?

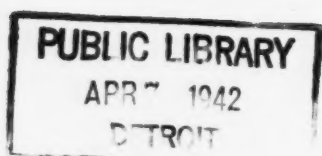
"Oh, no. All during the year the U. S. D. A. War Boards intend to keep working on the program, checking up on results, giving farmers a lift if they run into trouble."

"You've got a job cut out for you," the farmer comments.

"You and I have got a bigger job though, as farmers, putting the production goals over the top."

"Yes, we have," the farmer agrees. "There's no doubt in my mind. Food's going to be as important as tanks and guns. And my business is to get out the food."

OUR THANKS for photographs: Cover, Farm Security Administration; p. 2, FSA; p. 4, CONSUMERS' GUIDE; pp. 7 and 8, FSA; p. 9, (1) and (2) U. S. D. A. Information, (3) AAA; p. 10, U. S. D. A. Information, AAA; p. 11, AAA; p. 13, Extension Service, p. 14, FSA.



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### CONSUMERS' GUIDE

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